

# Communications report

April 2014

## Headlines

- 321 press cuttings (up 38% on month / year)
- 90 media calls handled (3 out-of-hours) (down 11% on month / year)
- 5 news releases issued
- 2 blogs posted
- 4 media interviews arranged, 3 carried out (1 scheduled for May)
- 422,343 website visits
- 5,626 publications distributed
- 1 event arranged, 0 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
<b>Cuttings (HS)</b>  Generated: 29%  Non-generated: 71%  <b>Total: 321</b>  2% positive	Consumer media	<p>During the early part of the month, on 4 April, the Scotsman and Edinburgh Evening News reported that Edinburgh City Council were set to introduce a new scheme to install CCTV cameras in taxis operating in the city. The article refers to the ICO's CCTV Code of Practice.</p> <p>On 10 April, both the Daily Telegraph and BBC5 Live covered our announcement that we are launching a legal challenge over the Transport Secretary's veto of the release of a report on the proposed high-speed rail network HS2. The same story was also later reported by the Daily Mail and Press Gazette.</p> <p>Towards the end of the month (27 April) the Sunday Telegraph reported that two major savings organisations were 'ordering long standing customers</p>	<p>On 31 March, a Panorama episode was broadcast showing how the Mayor of Tower Hamlets, Lutfar Rahman was allegedly involved in possible malfeasance in his last election. The following day, 1 April, the Daily Express reported that a researcher at the independent production company (Films of Record) involved in the episode had leaked documents to Rahman, including the identity of confidential sources. The article noted that the matter had been reported to the ICO and that we were investigating, the story was also reported by the Independent, BBC and Press Gazette. Mr Rahman separately issued a <a href="#">news release</a> claiming that the ICO had launched a criminal investigation against the BBC.</p> <p>On 4 April, the Daily Mail online reported on a new scam involving spam calls relating to a 'kitchen scrappage' scheme. The article included an interview with Andy Curry</p>

Channel		Reaching organisations	Reaching individuals
89% on message  8% balanced  1% negative		to provide astonishingly detailed personal and financial information in order to open deposit accounts, or access money already invested.’ The article noted that customers who refused to answer intrusive questions have been denied savings accounts, even when they have banked with the company (HSBC) for decades. The article included a quote from the ICO, about information being used for a specific purpose, and not excessive.	<p>who explained how the scam is being used by rogue companies, including lead generation firms to gather personal information. A couple of weeks later, on 16 Apr, the Daily Mail further reported on the problem of nuisance calls by focusing on the experiences of an elderly widower who continues to receive calls from companies asking for her husband. The article included a quote from Simon Entwisle's recent blog explaining the work being carried out by our office to change the law in this area.</p> <p>A story mid-month (15 April) in the Sun, Mirror and Daily Mail online reported that hackers had stolen the cosmetic surgery secrets of nearly 500,000 people. The articles all noted that the ICO was making enquiries.</p> <p>On 28 April, the Evening Standard reported that Barnet Council is facing an investigation by our office after a sack of papers relating to the benefit claims of local residents were found at the bottom of a river. The information was found by a local MP who reported the matter to the council.</p>
	Trade / sector media	Towards the end of April, an article in Teach Primary noted that the ICO had produced an infographic that ‘provides a useful starting point for class discussion on internet safety’. The article also goes on to explain that schools have an important role in helping pupils to understand the consequences of their online activity, and that the ICO has produced a series of free lesson plans that help encourage young people to think about their activities online.	
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			

Channel	Reaching organisations	Reaching individuals
<b>Web stats</b> <a href="#">(KM)</a>  422,343 visits (-7%)	<b>Page views in 'for orgs' section:</b> 564,530 (-32%) Top pages: <ol style="list-style-type: none"> <li>1. Data protection – 50,869 (-32%)</li> <li>2. Guide to DP – 29,666 (-32%)</li> <li>3. Registration – 24,880 (-33%)</li> <li>4. The Principles – 23,961 (-27%)</li> <li>5. Key definitions – 18,016 (-32%)</li> </ol> Top news and blogs: <ol style="list-style-type: none"> <li>1. Virgin Media email – 2,106</li> <li>2. Home improvement company fine - 1,949</li> <li>3. Records left on family's doorstep – 1,660</li> </ol> Guidance (PDFs) downloads: <ol style="list-style-type: none"> <li>1. Registration form – 980</li> <li>2. Guide to DP – 698</li> <li>3. CCTV guide - 696</li> <li>4. SAR Code of Practice – 562</li> <li>5. Employment guide - 308</li> </ol>	<b>Page views to 'for the public' pages:</b> 146,107 (-25%) Top pages: <ol style="list-style-type: none"> <li>1. Accessing personal info – 21,993 (-32%)</li> <li>2. Crime page – 11,616 (-29%)</li> <li>3. Spam texts – 8,422 (-24%)</li> <li>4. CCTV page – 7,962 (-33%)</li> <li>5. Marketing calls – 7,527 (-10%)</li> </ol> Concerns: <ol style="list-style-type: none"> <li>1. Marketing – 10,047</li> <li>2. Handling – 3,959</li> <li>3. Accessing – 2,725</li> <li>4. Cookies - 97</li> </ol> Misc: <ul style="list-style-type: none"> <li>• Number of register searches – 27,397 (-8%)</li> <li>• Started self-assessment – 6,673 (registration required for 41% of users)</li> <li>• Registration payments made via credit card: 7,215 (£252,525 in payments)</li> </ul> Most popular register search results: <ol style="list-style-type: none"> <li>1. The Open University – 157</li> <li>2. The Claim Guys Limited -86</li> <li>3. David Baker - 66</li> </ol> Device (visits) <ul style="list-style-type: none"> <li>• Desktop: 351,052 (-12%)</li> <li>• Mobile: 43,271 (-10%)</li> <li>• Tablet: 28,020 (-12%)</li> </ul>
<b>General trends / projects</b> Figures across all areas dropped this month over March. This is due to a substantial increase in page views across the site following DPPC 2014.  As the 'Concerns' section only came into effect at the start of April, there is no previous month comparison.		

Channel	Reaching organisations	Reaching individuals
<p><b>Social media</b> (HS)</p> <p>Total: 4,439</p> <p>7% positive 79% neutral 14% negative</p> <p>No of visits to the website from social media: 3,520 (-34%)</p>	<ul style="list-style-type: none"> <li>• LinkedIn followers: 2,591</li> <li>• Twitter followers : 1,958 <ul style="list-style-type: none"> <li>◦ ICO tweets: 89</li> </ul> </li> <li>• YouTube views: 4,869 (-26%)</li> <li>• Website visits from social media: 3,520 (-34%) <ul style="list-style-type: none"> <li>◦ Twitter: 1,591 (-36%)</li> <li>◦ Facebook: 1,169 (-15%)</li> <li>◦ LinkedIn: 123 (-55%)</li> </ul> </li> </ul> <p>Twitter accounted for 2,441 mentions of the ICO during the April reporting period, and was once again the key driver of social media coverage.</p> <p>A House of Lords tweet posted on 1 April, noting David Smiths appearance before the Home Affairs Health and Education Committee the following day (re Safe Harbour), was shared with 33,800 followers.</p> <p>Interest in the ICO's call for a Judicial Review of the Transport Secretary's veto blocking publication of the HS2 report provided links to a Daily Mail article on which the story was reported, and was retweeted by Cheryl Gillian MP to over 5,000 followers.</p> <p>Care.data also remained a key topic of social media conversation, a blog written by Tim Turner – 2040 Information Law – took a critical view of the ICO's involvement, claiming that 'the ICO changed their mind after the wheels came off', the post was retweeted by Martin Rosenbaum and FOIMan.</p>	<ul style="list-style-type: none"> <li>• Facebook 'likes': 1,160</li> </ul> <p>Facebook accounted for 1,322 social mentions of the ICO during March. Posts mainly related to spam calls and texts, and the Heartbleed security bug.</p>

Channel	Reaching organisations	Reaching individuals
<b>ICO blog posts</b> (KM)	<b>No of new posts: x</b>  <b>Pageviews</b> 1. Handle with care – 808	
<b>E-newsletter</b> (GJ)	<b>Number of subscribers:</b> 16,518  <b>Top 5 read stories:</b> 1) Simon Rice blog on IT security (Windows XP expiring) 2) Right to recorded information (FOI/EIR guidance) 3) ICO Corporate Plan 4) General enforcement section 5) UKAN anonymisation symposium	
<b>Publications</b> (KTS)	<b>Top 5 requested publications:</b>  1) Data protection principle postcards – 1613 2) Credit explained – 1056 3) Data sharing checklist – 415 4) FOI – Your guide to openness – 261 5) Data sharing code of practice – 236	<b>Top 5 requested publications:</b>  1) Personal information toolkit - 341
<b>Events</b> (KTS)  Internal and external	<b>Good Practice workshop, Hackney</b> 29 April Approximately 40 delegates attended.	
<b>Parliamentary questions</b> (PB)	None	

# Communications report

## May 2014

### Headlines

- 306 press cuttings (up 1% on May 2013)
- 60 media calls handled (2 out-of-hours) (down 36% on May 2013)
- 9 news releases issued
- 10 blogs posted
- 4 media interviews arranged, 4 carried out
- 431,992 website visits
- 3,446 publications distributed
- 0 events arranged, 0 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
<b>Cuttings (HS)</b>  Generated: 10%  Non-generated: 90%  <b>Total: 306</b>  1% positive  95% on	Consumer media	<p>Data breaches dominated the headlines during May. On 20 May BBC online reported that Nottingham University had been forced to apologise after sending the details of 4,751 job applicants to the users of its jobsite. And, on the same day the Daily Mail and the Telegraph printed stories about the BBC's political editor Nick Robinson, who recently lost his mobile (containing personal contacts for 'most of the Cabinet') at a football match at Old Trafford.</p> <p>In regional news, on 18 May the Belfast Telegraph reported on a decision by DCLG and supported by the ICO not to disclose the full costs of a payment to Sir Ken Knight who had</p>	<p>Following an EU ruling earlier in the month in relation to 'the right to be forgotten', on 16 May the Guardian reported that hundreds of people had already made requests to Google asking for details to be removed. An article in the Wall Street Journal also noted that Google must come up with an appropriate solution to comply with future requests, and the Daily Mail voiced concerns over convicts already using the ruling to try and cover up details of past crimes. A few days later on 19 May the Daily Mail ran a follow up article reporting that over 1,000 people had now sent requests to Google, and the Daily Telegraph reported that the Prime Minister was undecided as to whether he supported the EU Court of Justice's ruling.</p>

Channel		Reaching organisations	Reaching individuals
message  3% balanced  1% negative		worked on a zero-hours contract while carrying out an independent review into England's fire authorities. The article noted that Fire Minister Brandon Lewis disclosed the costs to Parliament months after the DCLG and ICO had said that information was exempt from disclosure under FOI, as it was regarded personal data.	Media attention moved onto eBay a week later (22 May), when servers at the online auction site were hacked and personal information taken. Coverage of the story dominated headlines for a couple of days, reported in almost all national newspapers. The story prompted broader articles, including a piece in City AM, calling for big businesses to face up to the costs of being hacked. The following day, Chris Graham was interviewed about the story on BBC Breakfast, BBC 5Live and Radio 4's Today programme.
	Trade / sector media		
Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).			
<b>Web stats</b> (KM)  431,992 visits (+2%)		Unique page views in 'for orgs' section: 446,113 (-2%) Top pages: 6. Data protection – 36,882 (-3%) 7. Guide to DP - 20,437 (-6%) 8. DP principles – 19,551 (-2%) 9. Registration – 18,821 (-1%) 10. Key definitions – 14,821 (-4%) Top news and blogs: 4. Top IT security threats: 3,832 5. Google judgement – 3,046 6. ICO Google response – 1,948 Guidance (PDFs) downloads: 6. Registration form – 1,641 (67%) 7. CCTV guidance – 789 (13%) 8. Guide to DP – 780 (12%)	Unique page views to 'for the public' pages: 125,996 (1%) Top pages: 6. Accessing personal info – 18,658 (-1%) 7. Guide to crime – 9,306 (-3%) 8. Spam texts – 7,549 (-3%) 9. Nuisance calls – 7,380 (9%) 10. Guide to CCTV – 6,296 (-2%) Complaints: 5. Marketing – 9,174 (10%) 6. Handling – 3,160 (-2%) 7. Accessing – 2,072 (-2%) 8. Cookies – 68 (-22%) Misc: • Number of register searches – 27,092 (-1%) • Started self-assessment – 6,307 (registration)

Channel	Reaching organisations	Reaching individuals
		<p>required for 40% of users)</p> <ul style="list-style-type: none"> <li>Registration payments made via credit card: 7,616 (£266,560 in payments)</li> </ul> <p>Most popular register search results:</p> <ol style="list-style-type: none"> <li>1. The Claims Guys Limited – 92</li> <li>2. The Rangers Football Club – 62</li> <li>3. London Borough of Richmond - 50</li> </ol> <p>Device (visits)</p> <ul style="list-style-type: none"> <li>Desktop: 357,689 (2%)</li> <li>Mobile: 45,062 (4%)</li> <li>Tablet: 29,241 (4%)</li> </ul>
	<p><b>General trends / projects</b></p> <p>Due to an anomaly prompted by the addition of extra functionality to our analytics package, I have measured May's figures largely in 'unique pageviews' rather than regular 'pageviews'. This does not have a significant impact and the comparison between months remains accurate and reliable.</p> <p>Stats were relatively constant from in May over April, but there were noteworthy points. Visits to the 'Concerns' section of the site dropped slightly over the previous month in general, but visits to 'Marketing' concerns section increased by 10%. Similarly, the 'for the public section' exhibited decreased visit figures, with the exception of the 'Nuisance calls' page. These increases may be linked to the recent surge of green energy product sales calls.</p> <p>Social media referrals to the site increased by 12% in May, due solely to Twitter referrals. Interestingly, downloads of the registration form grew by 67% in May over April.</p>	
<p><b>Social media (HS)</b></p> <p>Total: 2,766</p> <p>14% positive 65% neutral 21% negative</p>	<ul style="list-style-type: none"> <li>LinkedIn followers: 2,761</li> <li>Twitter followers : 10,198 <ul style="list-style-type: none"> <li>ICO tweets: 111</li> </ul> </li> <li>YouTube views: 5,502 (12%)</li> <li>Website visits from social media: 3,939 (12%) <ul style="list-style-type: none"> <li>Twitter: 1,819 (14%)</li> <li>Facebook: 1,080 (-8%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Facebook 'likes': 1,246</li> </ul> <p>Facebook posts during May mainly related to the 'right to be forgotten' ruling and SPAM texts/calls. News that the ICO had seized hundreds of SIM cards following the raid of a SIM farm in Wolverhampton was posted by Facebook users including the Information Technology, Law and Society (Leeds)</p>



Channel	Reaching organisations	Reaching individuals
<p>No of visits to the website from social media: 3,939 (12%)</p>	<ul style="list-style-type: none"> <li>o LinkedIn: 80 (-35%)</li> </ul> <p>Twitter accounted for over 90% of ICO social media mentions during the reporting period.</p> <p>An undertaking issued to the Student Loans Company was a key topic of conversation during May, including tweets by the FT and the Register, reaching a potential 2 million Twitter users.</p> <p>The eBay hack was also widely discussed on social media channels, including a mention by the BBC Breakfast team (119,346 followers) and BBC Radio Manchester about Chris' appearance on the sofa</p>	<p>and Tablet-Smartphone.Net.</p>
<p><b>ICO blog posts</b> (KM)</p>	<p><b>No of new posts: 11</b></p> <p><b>Pageviews</b></p> <ol style="list-style-type: none"> <li>1) EU Google judgment – 3,046</li> <li>2) Keeping parents informed – 2,445</li> <li>3) New CCTV code – 1,129</li> <li>4) New IT security report – 937</li> <li>5) ebay hack – 817</li> <li>6) Nuisance calls and texts – 763</li> <li>7) Password storage – 697</li> <li>8) Heartbleed – 637</li> <li>9) SQL injection – 606</li> <li>10) Phone app privacy – 245</li> <li>11) Security report answers – 107</li> </ol>	

Channel	Reaching organisations	Reaching individuals
<b>E-newsletter</b> (GJ)	<b>Number of subscribers:</b> 17,423  <b>Top 5 read stories:</b> <ul style="list-style-type: none"> <li>6) What schools need to consider when using email blog (405)</li> <li>7) Website enforcement page (375)</li> <li>8) Data sharing code of practice (266)</li> <li>9) A29WP opinion on surveillance for national security (242)</li> <li>10) Revised definition document for health regulators (175)</li> </ul>	
<b>Publications</b> (KTS)	<b>Top 5 requested publications:</b> <ul style="list-style-type: none"> <li>6) Data protection postcards – 1,949</li> <li>7) Data sharing checklist – 237</li> <li>8) The Lights Are On DVD – 228</li> <li>9) Data protection postcards, Welsh – 276</li> <li>10) Data Day Hygiene DVD – 167</li> </ul>	<b>Top 5 requested publications:</b> <ul style="list-style-type: none"> <li>2) Credit explained – 412</li> <li>3) Personal information toolkit - 46</li> </ul>
<b>Events</b> (KTS)	None this month	None this month
<b>Parliamentary questions</b> (PB)	None this month.	
<b>Research</b> (HS)		<b>Annual Track</b> – ComRes appointed and initial meeting scheduled for 13 Jun. Track to be conducted online for the first time this year.

# Communications report

## June 2014

### Headlines

- 238 press cuttings (down 85% on June 2013)
- 60 media calls handled (2 out-of-hours) (down 55% on June 2013)
- 3 news releases issued
- 2 blogs posted
- 5 media interviews arranged, 5 carried out
- 402, 805 website visits
- 14,553 publications distributed
- 2 events arranged, 0 attended as exhibitor

Channel		Reaching organisations	Reaching individuals
<b>Cuttings (HS)</b>  Generated: 17%  Non-generated: 83%  <b>Total: x</b>  4% positive  85% on message  8% balanced	Consumer media	On 18 June the Guardian front page reported on the comments of Charles Farr, Director of the Office for Security and Counter-Terrorism, who revealed that the security services were able to monitor a person's searches on Google, Facebook, Twitter and YouTube, as well as emails to non-British citizens abroad, as they are classed as 'external communications'. Farr's comments were in response to a case brought by civil rights groups, including Privacy International and Liberty, before the Investigatory Powers Tribunal. A full hearing will take place later this month. A day later, the paper ran further coverage of the story, referring to Richard Thomas' warning from 2006 that the UK was 'sleepwalking into a surveillance society', the article also questioned the need for a more transparent relationship between users, providers	Mid-month (16 June), a variety of newspapers, including the Mirror, Guardian, Telegraph and Daily Mail, reported that an FOI request had shown that NHS managers received pay rises nearly four times higher than those given to nursing staff over the last two years. The figures were obtained by the Royal College of Nursing.  An article on the same date in the Eastern Daily Press reported that Norfolk, Suffolk and Cambridgeshire councils had been responsible for nearly 200 breaches of the DPA between 2011 and March this year.  On 18 June the Daily Mail reported on the publication of a report by the Health and Social Care Information Centre (HSCIC) revealing that medical information had been sold to 178 firms between 2005 and 2012. The

Channel		Reaching organisations	Reaching individuals
3% negative		<p>and the state around how personal information is accessed and used.</p> <p>Elsewhere, the BBC website reported on a landmark legal battle relating to the US security services use of Facebook data which has been referred to the European Court of Justice and originally brought by privacy campaigners in Ireland who argued that the Irish Data Protection Commission should have a role auditing the information Facebook gives US security agencies due to the company having its European head office in Dublin.</p> <p>Also mid-month, the Guardian website reported communities secretary, Eric Pickles', comments describing new guidance (from the National Association of Local Councils) - which advises parish councils not to speak to the media without the agreement of the parish clerk - as 'Stalinist'. The article mentioned that last year Pickles wrote to councils advising them that the Data Protection Act does not stop journalists filming council meetings. Elsewhere, the BBC website reported on an undertaking agreed with the Northern Health Trust last year following a data breach in which a confidential referral form was faxed to the wrong address.</p> <p>On 24 June, an article in the Independent reported that research from the University of Sheffield had revealed that 4 in every 10 organisations were failing to respond to subject access requests correctly. The article included comment from our office warning organisations about the need to handle requests correctly.</p>	<p>report also found two cases of information being shared with third parties that had not been recorded. The report sets out a series of measures to improve HSCIC's sharing of medical information and comes against the background of concern over the government's care.data proposals. Our office is investigating several incidents relating to the sharing of data by HSCIC.</p> <p>On 24 June the BBC website was one of a number of media outlets reporting on the UK release of Google Glass. The device, which allows people to record video and audio and is still at the prototype stage, is available for £1000. On the same day, the BBC also reported that a consultation on the introduction of an FOIA for the Isle of Man had received a 'disappointing' response from the public according to the Manx government. Remaining on the Google theme, on 30 June the Sunday Times reported that Google was set to turn down an array of take down requests from MPs, celebrities and public figures trying to remove embarrassing material from search results.</p>

Channel		Reaching organisations	Reaching individuals
		<p>On 26 June the FT, Wired, Telegraph and Guardian all linked to Andrew Patterson's wearable technology blog.</p> <p>Towards the end of the month (30 June) BBC Radio 4 looked at the upcoming FOI case with the Supreme Court relating to communications between Prince Charles and the government. The case was brought to our office by Guardian journalist, Rob Evans and we had previously ruled that the information, relating to policy discussions, should not be disclosed. This decision was overturned and was subsequently the subject of a veto by the Attorney General, Dominic Grieve. The story was also covered by the Guardian and the Daily Mail.</p>	
	Trade / sector media	<p>An article in Business Weekly looked at the risks posed by cyber-attacks, discussing the role of the ICO and our regulatory powers.</p> <p>Mobile Marketing Magazine looked at data security and includes advice from the ICO's Simon Rice.</p> <p>South East Housing News reported of the Information Commissioner's appearance at the Chartered Institute of Housing Conference.</p>	
<p>Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).</p>			

Channel	Reaching organisations	Reaching individuals
<b>Web stats</b> <a href="#">(KM)</a>  402,805 visits (-7%)	Unique page views in 'for orgs' section: 343,354 (-2.6%) Top pages: 11.Data protection – 35,776 (-3%) 12.Guide to DP – 19,144 (-6%) 13.Registration – 18,413 (-2%) 14.DP principles – 16,528 (-15%) 15.Key definitions – 13,642 (-8%) Top news and blogs: 7. Boilers nuisance calls – 3,301 8. Wearable tech blog – 2,491 9. Data controller quiz – 2,091 Guidance (PDFs) downloads: 9. Registration form – 1,800 (10%) 10. Guide to DP – 851 (9%) 11. Guide to CCTV – 744 (-6%)	Unique page views to 'for the public' pages: 126,512 (0%) Top pages: 11.Accessing personal info – 18,331 (-2%) 12.Guide to crime – 9,265 (0%) 13.Spam texts – 7,954 (5%) 14.Nuisance calls – 7,811 (6%) 15.CCTV – 7,119 (13%) Complaints: 9. Marketing – 8,692 (-5%) 10.Handling – 2,962 (-6%) 11.Accessing – 2,149 (4%) 12.Cookies – 87 (28%) Misc: <ul style="list-style-type: none"> <li>Number of register searches – 27,408 (1%)</li> <li>Started self-assessment – 2,441 (registration required for 39% of users)</li> <li>Registration payments made via credit card: 8,170 (£285,950 in payments)</li> </ul> Most popular register search results: 1. Barclays Bank – 45 2. EE limited – 31 3. Oakgrove School – 28 Device (visits) <ul style="list-style-type: none"> <li>Desktop: 333,122 (-7%)</li> <li>Mobile: 42,431 (-6%)</li> <li>Tablet: 27,252 (-7%)</li> </ul>

Channel	Reaching organisations	Reaching individuals
<b>Social media</b> <a href="#">(HS)</a>  Total: 4,135  12% positive 69% neutral 19% negative  No of visits to the website from social media: 4,019 (+2%)	<ul style="list-style-type: none"> <li>• LinkedIn followers: 2,838</li> <li>• Twitter followers : 10,400 <ul style="list-style-type: none"> <li>◦ ICO tweets: x</li> </ul> </li> <li>• YouTube views: 5,374 (-2%)</li> <li>• Website visits from s/media: 4,019 (2%) <ul style="list-style-type: none"> <li>◦ Twitter: 1,378 (-24%)</li> <li>◦ Reddit: 886 (3,064%)</li> <li>◦ Facebook: 850 (-21%)</li> </ul> </li> </ul> <p>Twitter accounted for over 82% of ICO social media mentions during the reporting period.</p> <p>A twitter conversation on 4 June about an unsuccessful FOI request to the Home Office regarding a European Court of Justice judgement on the EU data retention directive was a significant thread, reaching a potential 42,000 twitter users.</p> <p>Towards the end of the month Andrew Patterson's wearable technology blog was also widely discussed, and well received on Twitter, retweeted by GreatUKGovTweets and 14 others.</p>	<ul style="list-style-type: none"> <li>• Facebook 'likes': 1,295</li> </ul> <p>Facebook posts during June mainly related to the Google 'right to be forgotten' ruling and SPAM texts/calls.</p>
<b>ICO blog posts</b> <a href="#">(KM)</a>	<b>No of new posts: 2</b>  <b>Unique pageviews</b> 1) Wearable technology – 2,491 2) ICO clarifies EIR rules - 589	

Channel	Reaching organisations	Reaching individuals																																																									
<table> <tr> <th>Title</th><th>Theme</th><th>Views</th></tr> <tr> <td><a href="#">Data security officers – set your alarms for 8 April 2014</a> (Windows XP blog)</td><td>Tech; News</td><td>4,912</td></tr> <tr> <td><a href="#">Four things we've learned from the EU Google judgment</a></td><td>News</td><td>4,381</td></tr> <tr> <td><a href="#">Keeping parents informed: what schools need to consider when using email</a></td><td>Education</td><td>2,921</td></tr> <tr> <td><a href="#">Wearable technology – the future of privacy</a> (Only up 5 days)</td><td>Tech; News</td><td>2,519</td></tr> <tr> <td><a href="#">Data controller vs data processor quiz</a> (number who took quiz, rather than views)</td><td>Policy (quiz)</td><td>2,475</td></tr> <tr> <td><a href="#">Ensuring transparency isn't the cost of outsourcing</a></td><td>Policy, FOI</td><td>1,756</td></tr> <tr> <td><a href="#">New technologies mean new CCTV code</a></td><td>Policy</td><td>1,637</td></tr> <tr> <td><a href="#">Why today's IT security report is a must read for all</a></td><td>Tech</td><td>1,177</td></tr> <tr> <td><a href="#">eBay attack is 'wake-up call to all of us'</a></td><td>News</td><td>1,146</td></tr> <tr> <td><a href="#">International study looks at phone app privacy</a></td><td>Int'l</td><td>1,121</td></tr> <tr> <td><a href="#">Handle With Care – Data Protection Workshops 2014</a></td><td>Wales</td><td>1,077</td></tr> <tr> <td><a href="#">Nuisance calls and texts: big-name brands can be to blame</a></td><td>PECR</td><td>942</td></tr> <tr> <td><a href="#">Targeting the worst offenders and cutting nuisance calls</a></td><td>PECR</td><td>827</td></tr> <tr> <td><a href="#">Password storage – why it's not as simple as 123...</a></td><td>Tech</td><td>808</td></tr> <tr> <td><a href="#">SQL injection – what is it and what does it mean for you?</a></td><td>Tech</td><td>720</td></tr> <tr> <td><a href="#">Heartbleed and the importance of encrypting internet traffic</a></td><td>Tech</td><td>715</td></tr> <tr> <td><a href="#">ICO clarifies rules on charging for access to environmental information</a> (Only up 6 days)</td><td>Policy</td><td>594</td></tr> <tr> <td><a href="#">ICO IT security report: your questions answered</a> (video link, available elsewhere)</td><td>Tech</td><td>154</td></tr> </table> <p><b>Five things we've learned from the stats:</b></p> <ol style="list-style-type: none"> <li>1. Tech blogs seem to do better when there's a news hook</li> <li>2. PECR blogs are surprisingly not that popular. Perhaps due to the challenge of targeting consumers</li> <li>3. The education blog was very popular - worth thinking about other sector-specific blogs</li> <li>4. Running blogs as a daily series wasn't particularly successful</li> <li>5. The quiz was very popular, particularly for quite a dry topic. More ideas for quizzes welcome</li> </ol>			Title	Theme	Views	<a href="#">Data security officers – set your alarms for 8 April 2014</a> (Windows XP blog)	Tech; News	4,912	<a href="#">Four things we've learned from the EU Google judgment</a>	News	4,381	<a href="#">Keeping parents informed: what schools need to consider when using email</a>	Education	2,921	<a href="#">Wearable technology – the future of privacy</a> (Only up 5 days)	Tech; News	2,519	<a href="#">Data controller vs data processor quiz</a> (number who took quiz, rather than views)	Policy (quiz)	2,475	<a href="#">Ensuring transparency isn't the cost of outsourcing</a>	Policy, FOI	1,756	<a href="#">New technologies mean new CCTV code</a>	Policy	1,637	<a href="#">Why today's IT security report is a must read for all</a>	Tech	1,177	<a href="#">eBay attack is 'wake-up call to all of us'</a>	News	1,146	<a href="#">International study looks at phone app privacy</a>	Int'l	1,121	<a href="#">Handle With Care – Data Protection Workshops 2014</a>	Wales	1,077	<a href="#">Nuisance calls and texts: big-name brands can be to blame</a>	PECR	942	<a href="#">Targeting the worst offenders and cutting nuisance calls</a>	PECR	827	<a href="#">Password storage – why it's not as simple as 123...</a>	Tech	808	<a href="#">SQL injection – what is it and what does it mean for you?</a>	Tech	720	<a href="#">Heartbleed and the importance of encrypting internet traffic</a>	Tech	715	<a href="#">ICO clarifies rules on charging for access to environmental information</a> (Only up 6 days)	Policy	594	<a href="#">ICO IT security report: your questions answered</a> (video link, available elsewhere)	Tech	154
Title	Theme	Views																																																									
<a href="#">Data security officers – set your alarms for 8 April 2014</a> (Windows XP blog)	Tech; News	4,912																																																									
<a href="#">Four things we've learned from the EU Google judgment</a>	News	4,381																																																									
<a href="#">Keeping parents informed: what schools need to consider when using email</a>	Education	2,921																																																									
<a href="#">Wearable technology – the future of privacy</a> (Only up 5 days)	Tech; News	2,519																																																									
<a href="#">Data controller vs data processor quiz</a> (number who took quiz, rather than views)	Policy (quiz)	2,475																																																									
<a href="#">Ensuring transparency isn't the cost of outsourcing</a>	Policy, FOI	1,756																																																									
<a href="#">New technologies mean new CCTV code</a>	Policy	1,637																																																									
<a href="#">Why today's IT security report is a must read for all</a>	Tech	1,177																																																									
<a href="#">eBay attack is 'wake-up call to all of us'</a>	News	1,146																																																									
<a href="#">International study looks at phone app privacy</a>	Int'l	1,121																																																									
<a href="#">Handle With Care – Data Protection Workshops 2014</a>	Wales	1,077																																																									
<a href="#">Nuisance calls and texts: big-name brands can be to blame</a>	PECR	942																																																									
<a href="#">Targeting the worst offenders and cutting nuisance calls</a>	PECR	827																																																									
<a href="#">Password storage – why it's not as simple as 123...</a>	Tech	808																																																									
<a href="#">SQL injection – what is it and what does it mean for you?</a>	Tech	720																																																									
<a href="#">Heartbleed and the importance of encrypting internet traffic</a>	Tech	715																																																									
<a href="#">ICO clarifies rules on charging for access to environmental information</a> (Only up 6 days)	Policy	594																																																									
<a href="#">ICO IT security report: your questions answered</a> (video link, available elsewhere)	Tech	154																																																									
<b>E-newsletter</b> (GJ)	<b>Number of subscribers:</b> 17,873  <b>Top 5 read stories:</b> 11) Data controllers & data processors quiz (1070 clicks) 12) Key points of Google take down requests																																																										



Channel	Reaching organisations	Reaching individuals
	<p>decision (755 clicks)</p> <p>13) New IT security report (552 clicks)</p> <p>14) General enforcement section (443 clicks)</p> <p>15) Consultation on CCTV Code of Practice (311 clicks)</p>	
<b>Publications</b> <a href="#">(KTS)</a>	<b>Top 5 requested publications:</b> <p>11) Data protection principles postcards - 3,496</p> <p>12) Data sharing checklist - 2,765</p> <p>13) How do I handle subject access requests? - 1,096</p> <p>14) Practical guide to IT security – 790</p> <p>15) Data sharing code of practice - 682</p>	<b>Top 5 requested publications:</b> <p>4) Personal information toolkit - 982</p> <p>5) Credit explained - 388</p>
<b>Events</b> <a href="#">(KTS)</a>  Internal and external	<b>Data protection foundation workshop</b> 10 June, Southampton 45 delegates with basic DP knowledge for a full day workshop.  <b>Scottish ICO DP Conference</b> 12 June, Edinburgh 100 delegates for a full day conference.	None
<b>Parliamentary questions</b> <a href="#">(PB)</a>	3, one relating to use of CCTV drones and two on nuisance telephone calls.	
<b>Research</b> <a href="#">(HS)</a>		<b>Annual Track – Individuals</b> ComRes appointed and currently reviewing questionnaire. Fieldwork due to commence w/c28 July.

Channel	Reaching organisations	Reaching individuals
<b>ICON</b> (TB)	Top hit stories / pages  Number of visits each day  Narrative / highlights	